

Privacy policy

This privacy policy tells you what to expect when you visit Simplity.ai or its subdomains.

Simplity is committed to protecting your personal information. Whenever you provide such information, we will only use your information in line with all applicable data protection laws, including the General Data Protection Regulation (“GDPR”). Your information will be kept in a secure environment, and access to it will be restricted according to the 'need to know' principle.

What data will be collected about you?

When you visit Simplity.ai or its subdomains, Simplity may collect information about how you use the website and the device(s) that you use to access the website. This typically includes the following information about you:

- The Internet domain, registered company (if applicable), GeoIP information, and Internet address of the computer you are using
- Identification of the page or service you are requesting
- The type of browser and operating system you are using
- Date and time of access
- The Internet address of the website from which you arrived at our website
- Cookies information

Furthermore, when you actively submit information about you to Simplity.ai or its subdomains, typically when you fill in a contact form, Simplity will collect also the submitted information. The information will consist typically of your contact details and related personal data such as name, e-mail address, company, phone number, IP address, and office address.

Simplity will use your personal data for the following purposes:

Use of the site

To work properly, Simplity.ai and its subdomains need to use cookies (see above).

Queries, complaints, feedback

If you submit your queries, complaints, feedback, etc. via Simplity.ai or its subdomains, Simplity will use the provided information to respond to the submitted queries, complaints, or feedback.

Ordering of Simplity products or services

If you use Simplity.ai or its subdomains to order any of Simplity’s products or services, Simplity will use the information you submit in the respective order form for the purposes of taking steps prior to entering a respective contract.

Contact and lead management

Simplity monitors your activities on Simplity.ai and its subdomains, uses collected data for profiling and lead scoring. Simplity may also match the collected data with other data that Simplity collects about you if you used Simplity’s products and services before or actively submit information about you to Simplity using Simplity.ai or its subdomains, typically when you fill in a contact form. This will allow Simplity to improve the websites and services and to gather statistics about its usage. Simplity will also be able to show you more relevant and personalized content and prepare for you services, information, or offers more tailored to your needs.

Processing of your data for this purpose is necessary for the purposes of the legitimate interest pursued by Simplity (within the meaning of sec. 6(1)(f) of the GDPR) to respond to the submitted queries, complaints, or feedback and to improve its products and services hereby. For this purpose, the data will be processed for the period necessary to deliver the response, maximally for the period of four years. You have no legal obligation to provide the data, nevertheless, in that case, Simplity will not be able to respond.